



Common Sense On The Ceiling Question



People used to think metal ceilings were a sort of mining-camp makeshift—something that would do after a fashion when you couldn't get a real ceiling. And they were not far wrong, then.

But that was long years ago,—before even I got into the metal ceiling business. Metal ceilings have changed since then—and opinions.

People know, nowadays, that the right sort of metal ceilings are fine enough for any building that can't use marble ceilings. I know a few buildings even, that could have marble and do have Pedlar Art Steel Ceilings. Like to send you pictures of such buildings.

And Pedlar ceilings are not only fine enough, in point of looks, for any building;—they are good enough in all that

makes a ceiling good. They are away, 'way ahead of plaster, to start with.

And of course wood—even expensive wood, like mahogany,—doesn't begin to compare with a Pedlar Art Steel Ceiling. Doesn't compare either in value, cleanliness, hygiene, beauty or durability—especially the last named.

Take the matter of cost or value. Plaster, you see, costs as much as, or more than, a Pedlar Ceiling in the first place—counting only to the smooth coat stage. Time it's decorated or finely papered, it costs considerably more.

And the life of the good kind of plaster ceilings is short enough,—even if it doesn't demand repairs every year.

Of course every plaster ceiling cracks and keeps on cracking for three years after it's new.

Wood ceilings are costly, in themselves, even if the cheaper woods be used. And they are dearer in that they make a fire-trap of any house.

Of course, plaster is not fire-

proof,—far, far from it, as it is only a mere shell of lime and sand.

But a Pedlar Art Steel Ceiling is fireproof, absolutely,—and outranks every other kind of a ceiling in every particular that appeals to people of common sense.

I would tell you all about it, in detail, if I knew your address,—the subject is far too big to handle here.

Possibly you have some vague idea—a survival of the old days?—that metal ceilings are machine-made art, crude, stiff, unlovely? I just wish you could see the pictures of some of my ceilings. You would know better, then.

Suppose you let me send you a little book on the subject. I am pretty sure you will find it worth reading. I don't mind if you are merely curious now,—I want you to know.

Your address, please?

G. A. Pedlar

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